



Meeting Notes

Economic Development Focus Group Meeting

11:30 a.m. – Tuesday, June 9, 2009

APS Conference Room, 101 West Cherry Ave, Flagstaff, AZ

1. Welcome and Introductions

In attendance:

Celia Barotz, Citizen
Alex Frawley, Small Business Development Center
Brian Furuya, Aspey Watkins & Diesel
Joe Galli, Chamber of Commerce
Anthony L. Garcia, Indio
Neil Gullickson, City of Flagstaff
Ed Larsen, City of Flagstaff
Monika Leuenberger, Avenues of the World Travel
Judy Louks, Realty
Pat Loven, Realty
LaVelle McCoy, McCoy Motors
Jenny Mead, Russ Lyon Sothebys
Ryan Smith, Smith Architects
Stephanie Stackhouse, Edward Jones
Tonya Packard-Raymond, Super Pawn
Bill Ring, William P. Ring, P.C.
Mary Jo Tsitouris, City of Flagstaff

2. Recap Focus Group purpose

The Focus Group will be outcome focused with a strong emphasis on general issues rather than getting into the details of technical code review. A primary goal will be to ensure that the new Code implements the Regional Plan.

It was explained that our goal at today's meeting will be to take the key issues which were identified at our last meeting and categorize them into groups. These groups are as follows: Resolved Issues, Not Applicable, Further Discussion, and New Items (results attached). After the group has completed this process, the "homework assignment" will be to take the issues identified for further discussion and prioritize the top five (5).

Further explanation of these groups - Resolved issues are those which the group has agreed needs to be addressed and can now be forwarded on to the

Consultant for incorporation into the new Code. Not Applicable issues are those which the group has agreed are a good idea, but are not addressable in the Code. New and Further Discussion items are to be listed on the next meeting agenda for expanded discussion.

3. Discussion regarding economic development/business and related issues associated with the rewrite of the Land Development Code

Potential businesses and developers view Flagstaff as “development resistant” and very unpredictable. The current view is that there is inconsistency in interpretation and implementation of Code.

It was suggested that the group look at case studies to see what businesses Flagstaff has lost and for what reason. Possibly review exit interviews on business that Flagstaff has lost. It was noted that preliminary investigations show that the Conditional Use Process is viewed as “daunting”. Also look at case studies that prevented expansion. Alex noted that she plans to contact Stephanie McKinney for further information on this subject and will provide at the next meeting.

Due to the recession, it would be desirable to find ways to be “shovel ready” and enable Flagstaff to capture economic opportunities as soon as they arise. However, it is also important that the characteristics of Flagstaff are not compromised in this process.

It was noted that there has been significant erosion of Industrial Land in Flagstaff. Currently only % is available for industrial development (includes light/medium and heavy industrial). The land which is available for potential development is viewed as undesirable primarily because the parcels are too small. The “stock” of Industrial land needs to be increased.

It would be beneficial to have more representation from the Downtown Business Alliance in an effort to obtain more of a community-supported Code.

Roger Eastman is planning to show the group a “transects” presentation which will include aspects such as economic development zones and transportation needs.

4. Next meeting Tuesday, June 23, 2009, at 11:30 am.
5. Adjournment
1:03 pm

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Summary Notes – June 9, 2009



RESOLVED ISSUES	FURTHER DISCUSSION
Consistency with the Regional Plan	Look at case studies for successes and/or non-successes: -Purina -Airport -Butler Avenue Corridor -Fourth Street Corridor -Flagstaff Mall Expansion -Sawmill
View of Flagstaff as an “encouraging” place to do business.	Setting rules - predictable & non-subjective
Community supported code - simple and easy to understand	Investment backed opportunities within a reasonable time frame (speedier review).
Connect economic development to Smart Growth including character of Flagstaff	Create of a model of successful economic development – reference other cities
	Transects: -Mapping -Economic development zones -Transportation needs
	Intersections with other focus groups
NOT APPLICABLE	NEW ITEMS
GIS and Code coordination	